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Press Release

With Artefact, in working order for a new story

3 years Ambition - Cap of 100 M€ of Gross Margin

EBITDA 10 to 15%

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), the leading independent international agency in performance-driven digital marketing, today presents its new strategic plan for the 2018-2020 period. With this plan the Group has the ambition to reach the milestone of € 100 million GM by 2020.

This change in size must be accompanied by a strong momentum in margin appreciation, with the aim of generating an EBITDA at three years, representing between 10% and 15% of the gross margin.

These new ambitions are part of the Group's transformation initiated in recent months. This transformation has taken its full measure with the announcement of the merger with Artefact, effective since July 2017. This merger opens the way to a new company positioning with the creation of the first international agency for digital strategy consulting based on data and Artificial intelligence.

Profitable since its creation three years ago, Artefact displays rapid growth driven by the added value of its expertise in Data and Artificial Intelligence associated with a proven capacity for new clients conquest and loyalty. In 2016, Artefact generated sales of € 5 million, up 200%. In 2017, Artefact is expected to grow more than 100% and reach € 10 million in revenue.

With the merger, NetBooster today brings together a team of nearly 1000 active employees in 13 countries.

New stakes on advertising and digital marketing sector

The market for digital marketing and advertising is undergoing profound changes driven by fundamental trends:

- Technology giants like Google, Amazon, Facebook or Microsoft grow more powerful everyday and it changes consumer behavior and their relationships with brands;
- The ever growing reallocation of advertising and marketing budgets towards digital campaigns ;
- The desire for advertisers to transform their media investments into commercial performance and customer knowledge.

In this context, traditional models and the existing players in marketing and advertising are now shaken up as evidenced by the recent acquisitions of large global consulting firms.

Faced with this new situation, those agencies that success will be capable of integrating an extensive field of expertise combining consulting, technological expertise, and digital agency know-how. This has been the driving force behind the merger with Artefact.

A « One stop shop » integrated offer of consulting, data, artificial intelligence and advertising

Over the past few months the teams of the new group have worked to define a new offer around data, artificial intelligence and strategic consulting in line with the changing market. This new offering, which will be launched in early 2018, will automate, optimise and innovate the construction of campaigns by integrating the entire value chain: strategy, customer journey, creation, media activation and performance measurement. This strong value proposition will be a decisive competitive advantage by providing advertisers with increased productivity and performance on their marketing and advertising investments.

To make room for this new offer, the business reorganised the teams around multidisciplinary experts: digital marketing specialists, creative, strategic consultants, data scientists and engineers specialised in Artificial Intelligence. Campaign management tools, data collection and valuation are being shared. They will be operational across all company locations in early 2018. Their deployment will lead to increased automation with increased productivity and increased responsiveness to customers.

An aggressive commercial strategy, strong complementarities

Efforts were also made to define business priorities in order to boost the internal growth momentum and leverage the potential for growth in all of the Group's sites.

The new offer combining consulting, data and media activation will be a strong driver of development in diversified sectors: banking / insurance, retail, tourism, high tech, etc.

The development of the volume of business with the already loyal customer base will also be a priority. In partnership since 2016, NetBooster and Artefact have already had the opportunity to test the complementarity of their expertise on common clients such as AccorHotels or Groupe SEB. The merger will make it possible to develop more of these successful experiences.

A strengthened management to succeed

In order to support the ongoing transformation, governance has been strengthened with the arrival of the three Artefact leaders on key functions:

- Guillaume de Roquemaurel, COO Group
- Vincent Luciani, CEO France
- Philippe Rolet, CTO

This new management team, that is nearly a 16% shareholder in the Group, will be fully committed to the success of the joint project.

An ambition: doubling the gross margin in 3 years, strong increase in profitability

Given these favorable prospects, NetBooster is ready to set strong ambitions for the next three years.

For the 2017 financial year, the new NetBooster Artefact package should generate a pro forma gross margin of more than € 50 million. The Group is now confident that it will be able to reach

€ 100 million by 2020. Achieving this objective must be accompanied by a strong increase in profitability with the aim of achieving in three years an EBITDA situated between 10 and 15% of the gross margin.

This momentum of margin appreciation should be reflected quickly in the accounts with an improvement in profitability expected from 2018.

These objectives are completely organic and do not include acquisitions that could be made over the period.

Third quarter 2017: + 19% Gross Margin

For the third quarter of 2017, gross margin increased by 19% to € 11.2 million compared to € 9.4 million in the third quarter of 2016. This increase is driven by the integration of the latest acquisitions (4Ps since October 2016 and Artefact to as of August 1, 2017). In its first two months of integration (August and September), Artefact contributed € 1.2 million to the gross margin within the period.

In view of this development, the recovery of results expected in the second half is confirmed. As announced, it should enable the Group to post a profitable 2017 financial year.

François de la Villardière, CEO of NetBooster commented: "The implementation of our strategic plan will, I am convinced, allow us to put us on the top of international players in new generation digital marketing. It must also allow us to leverage our organic growth potential and to return to a solid momentum of appreciation of our margins. With the support of a strengthened and fully mobilised management in the success of this new adventure, we are ready to open a new page in our history that will bring more value to our employees, our customers and our shareholders. "

Warning

This press release contains forward-looking statements, including statements regarding NetBooster's intentions and objectives with respect to its plan of action, the conditions of the market in which the company operates, its financial position and its risk management. . These statements are made based on current expectations and assumptions of NetBooster executives. As a result, these statements are subject to risks and uncertainties. Several factors beyond NetBooster's control can impact NetBooster's results and performance. The objectives and performance contained in this press release may be significantly different from NetBooster's future results and performance. NetBooster can not be certain that it will be able to implement all the actions and operations described in this press release. In addition, it is recalled that past performance is not a reliable indicator for future performance. The material contained in this press release and in particular the financial objectives should not be considered as advice or recommendations for investors or potential investors to acquire or sell NetBooster securities. Before acting on this information, the appropriate nature of this information, the relevant documents and independent financial advice should be taken into consideration. It is reminded that all investments involve financial risks.

About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

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